

Summary of Price Increase Terms

	<u>Price Increase</u>	<u>Terms</u>	6/20/88
PM -	Full Price - 2.00 Cambridge / Alpine - 2.50 Players 25 - 1.60	1) Credit memo for an average week (6MM Nov 87 - Apr 88) during the period 6/20-6/30 2) Credit memo for an additional week in July	
RJR -	Century - 1.60 Doral / Magna - 2.50 Full Price - 2.00	6/20-6/24 - 195% of an average week (3MM MAR 88 - MAY 88) on 91% of their business 110% on 9% of their business 6/27-6/30 - same as above	
B+W	Falcon / Richland 20's - 2.50 Richland 25's - 1.60 Generics - 2.75 Full Price - 2.00	6/20-6/24 - 1.75% of an average week (6MM Nov 87 - Apr 88) except generics. 6/27-6/30 same as above	
American	2.00 all brands 2.50 American Lights	6/20-6/24 Credit memo for one average week 6/27-6/30 - same	
houlland	2.00 all brands	6/20-6/24 150% of an average week 6/27-6/30 same	
Liggett -	2.00 Full Price 2.75 Generics 1.33 L+M 30's	unlimited	

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